



# AZENJA

## BRAND FACTS

### HISTORY

The origins of Azenja date back to 500 years ago in the Ming Dynasty. During this time there was a proliferation of knowledge, art, music, poetry, philosophy and medicine. In herbal medicine, formulas consisting of multiple herbs were created for treating various conditions, and herbs were infused in alcohol to extract the medicinal substances and preserve them for long periods of time.

### AZENJA IS INSPIRED BY 3 ANCIENT HERBAL FORMULAS

Ginseng is an important ingredient in Azenja, and we use two types of ginseng to get the greatest taste and energetic effect.

As we created Azenja we drew from the wisdom of the ancient Oriental herbal traditions, to create a recipe that is balanced with tonic sweet roots, fruits, flowers, teas, bitters and spices.



### TASTING NOTES

Azenja has a complex flavor profile that is sophisticated, sweet, slightly spicy and alluring. It is an exotic taste that captivates the senses.

**Color:** Golden brown with a hint of red

**Nose:** Nutty, sweet and slightly spicy

#### Double Gold Craftsmanship

Double Gold Medal Awarded at China Wine and Spirits Award 2018

### KEY SELLING POINTS

- Totally distinctive taste that appeals to many people
- Women are especially fond of it
- Mixes great in cocktails and with whisky and rum
- Goes great in coffee and with desserts

